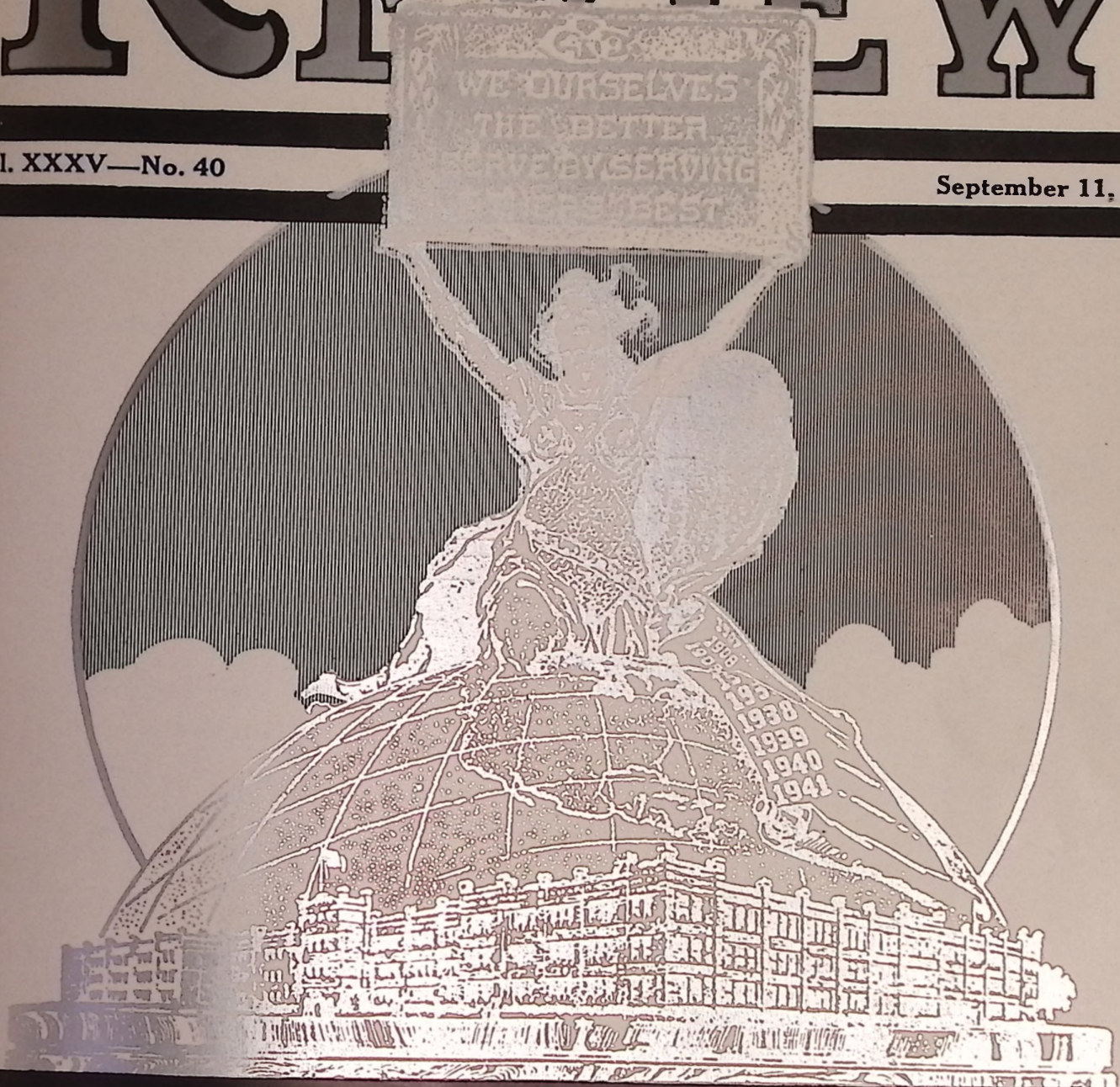


THE REVIEW

Vol. XXXV—No. 40

September 11, 1941



“The Most Important Priority”

[A Sketch in Three Acts]
by Jewett Ricker

DON'T MISS IT ————— IN THIS ISSUE



AUTUMN BUSINESS

AUTUMN IS HERE. BUSINESS ALWAYS TAKES A BIG SPURT AT THIS TIME OF YEAR, AND THIS YEAR IT'S GOING TO BE BIGGER THAN EVER . . . AND WE'RE IN BETTER SHAPE TO TAKE CARE OF THE RUSH THAN EVER BEFORE. WE WANT TO DO ALL IN OUR POWER TO MAKE THE COMING CHRISTMAS A JOYOUS OCCASION FOR YOU AND FOR THOSE YOU LOVE, SO LET'S PULL TOGETHER AND PUT THE CHRISTMAS CLUB OVER IN THE BIGGEST WAY EVER . . . WE'LL DO OUR PART, AND WE KNOW YOU'LL DO YOURS.

The REVIEW



by and for the Sales Department of
The Gerlach Barklow Co.

THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV

JOLIET, ILLINOIS, SEPTEMBER 11, 1941

No. 40

LET'S KEEP PLUGGING AWAY AT OUR OWN JOB!

Let's continue to do every day the things we know we ought to do. July and August were two of the best mid-summer months in recent years, September is setting even a better pace, so the outlook continues good. Our job is to make the most of our opportunity. Building Good Will helps us to act in unity and to keep the wheels of progress turning.

KEEP YOUR FALL QUOTA IN FRONT OF YOU. STRIVE TO BEAT IT EACH WEEK. Get your customers and prospects to make up their minds NOW how THEY ARE GOING TO SAY "MERRY CHRISTMAS" TO THEIR CUSTOMERS AND PROSPECTS. Work so hard from now until the end of the season with the tools and ideas in your line that you will DREAM ABOUT THEM AT NIGHT.

GIVE YOUR POCKET-BOOK A VACATION. MAKE UP YOUR MIND what you are going to give the wife or

kiddies, or the sweetheart, friend, aunt, uncle, brother or sister for Christmas—they are worth all the striving you can do for them. THEN GO OUT AND EARN THE BIGGEST BUNCH OF CHRISTMAS CREDITS YOU EVER EARNED.

There's SAFETY FIRST with SPANKY'S SAFETY PATROL, two of the most popular subjects we have ever had. Your conscience is going to bother you if you don't sell as many orders as possible for those subjects; mine does when I don't urge you every so often to sell our EDUCATIONAL SAFETY CAMPAIGNS to aid business men in helping to educate children and grown-ups to be safety conscious. We read most every day about auto accidents taking as big a toll of human life as a war and it hardly causes a tremor among people. That's a challenge to us to put even more drive behind our efforts to teach SAFETY.

There's the story on Page 761 of the September 4th REVIEW of H. N. Buckley's sale of "Spirit of America" with school distribution. I hope that idea helps you to sell more of this subject, which is a timely one.

Thirteen more weeks until Christmas. About 66 more working days in the calendar business.

Thanks a million for the job you are doing and the best of everything to you in the BIG FALL DRIVE.

J. Mackey

MORE CONTACTS WILL MEAN MORE ORDERS, MORE ORDERS WILL MEAN MORE CUSTOMERS

Not over one-half of each day should be devoted to calling on prospects and call-backs, at this time of the year. Buyers will give you the "run-around" day after day and week after week—if you permit it.

The other half of each day should be spent in making new contacts. More contacts will mean more orders, and more orders will mean more customers. Most salesmen, in all lines of business, stand in their own way of development because they do not make enough contacts.

There are many opportunities in our line that are ideal for making contacts. Everybody in business should be a prospect, right now, for greetings. Specialize for one-half day with your greeting book, and I'd wager with anyone that a new customer can be created.

Specialize another half day with direct mail. Carry with you a monthly calendar, house-organ, a series of blotters, and a series of post cards.

A large percentage of our direct-mail business comes from customers that started using direct mail campaigns years and years ago. Their orders repeat year after year, but sometime—years ago—a contact was made.

We need — and we need badly — TO MAKE MORE CONTACTS!

James R. Talcott



How Many Orders Will YOU Sell Next Week?

Next week you will receive a sample of the timeliest, most popular idea in America today. It is a poster urging folks to buy United States Defense Savings Bonds and Stamps.

It's not just a run-of-the-mill poster. It's something special, because it has a full-color illustration, exclusive with Gerlach-Barklow. The picture is "Spirit of America."

Copy is printed in two colors, red and blue. It says, "America is worth defending . . . Buy U. S. Defense Savings Bonds and Stamps . . . You help your country when you help yourself!" The Minute Man, chosen by the Treasury Department to represent Savings Bonds, is used in the standard copy.

It's a perfect poster, one that you can sell right now for immediate use.

Watch for your sample! Show and sell it, at regular "Spirit of America" poster prices. How many orders will YOU sell next week?



G-B HAPPY WARRIORS SCORE ANOTHER VICTORY!

A. W. McWilliams of West Virginia brings up his batting average by making a home run—with an order for \$3,000 worth of Paragon Pocket Letter File and Memo Pads to a new customer manufacturing glass products.

(We would appreciate it if Mr. McWilliams would please send us his picture.)

Texan Sam Haynes completes his week with eleven orders for nigh on to \$800. Sam used, "A Home Institution Serving Home People" for an order of "Here Peace and Happiness Abide" and "Silver Dawn" amounting to \$270 to a LOAN AND BUILDING ASSOCIATION. Then he came along with:

"Priceless Heritage" to a BANK.

"Spirit of America" to another BANK.

Knives and Paragon to a MACHINE SHOP.

Monthly Service to a TOOL AND MACHINE COMPANY.

Paragon to a BOTTLING CONCERN.

More Paragon to more BANKS and also to a MANUFACTURER.

Desk Calendars to a MORTICIAN SUPPLY COMPANY.

Holiday Greetings to a SERVICE STATION.

H. F. Ricker of Boston, Mass., didn't spare the horses and whipped up six old and four new customers for a total of \$525. Harold made three sales of "Spirit of America," one to a MOTOR COMPANY, one to a COAL COMPANY and again to an AUTO DEALER. He also sold the Bowling Greeting to a RECREATION CLUB, Blotters to another AUTO DEALER, 500 Greetings using "An Autumn Rhapsody" to a JEWELRY MANUFACTURER, Business Calendars to a BEVERAGE DISTRIBUTOR, "Scenes of My Childhood" to a REAL ESTATE AND INSURANCE CONCERN, Key Cases to a SERVICE STATION. Last, but not least, "Peekaboo" and "Welcome Stranger" to a HABERDASHER.

Iowa comes to the front as Leonard Smith makes his Largest sale of the week with 200 P231 and 850 S245 to a BANK. Leonard also sells "Spirit of America" to a POULTRY COMPANY, "Outward Sunshine, Inward Joy" to a DAIRY, "All-American" to a FARM EQUIPMENT DEALER, "Proud Mothers," "Steady" and "Houghton Mill" to a HARDWARE STORE, "Heroes of American Naval History" to a LADIES' READY-TO-WEAR STORE.

You will know California is still on the map when you see what O. M. Wildman sells. He makes:

A new customers of a GAS AND OIL DISTRIBUTOR for Pencils.

A new customer of a GASOLINE AGENT for Pencils.

A new customer of a WHOLESALE GAS AND TIRE COMPANY for Knives and Pencils.

A new customer of a SERVICE STATION for Key Cases.

A new customer of a TEXACO DEALER with Pencils.

A new customer of a WHOLESALE DEALER OF OIL PRODUCTS with Desk Calendars.

A new customer of a GENERAL STORE for Ger-Bars.

A new customer of a GASOLINE STATION for Pencils.

And another new customer for more Pencils.

Notice what a wonderful job Wildman is doing with wholesale oil distributors in his territory.

Then to top this off three orders to old customers were brought back into the fold with Ger-Bars to a FEED STORE, Pencils to a BUICK AND CHEVROLET DEALER, "I See by the Papers" to an AUTO DEALER.

L. R. Shepard had four nice ones. His best order was "Spirit of America" to an ELECTRICAL APPLIANCE COMPANY for \$165. Next was "Home Is Where the Heart Is" to a GRANITE COMPANY for \$130. DeLuxe calendars to an INSURANCE AGENT using an L.E. "Happy Landings." "Their Priceless Heritage" to a DAIRY.

Michigan takes a bow with Howard Groomes selling two old customers and five new. Using Class Y Blotters he resells a LUMBER DEALER and makes new customers of a SERVICE STATION and a TRANSFER COMPANY. Then a \$140 sale of "When Good Fellows Get Together" to an INSURANCE AGENCY, Key Cases to a SERVICE STATION, Mechanical Pencils to a BOILER WORKS, Holiday Greetings to a DRESS SHOP.

T. S. Gosten makes a new customer of an ELECTRICAL CONSTRUCTION COMPANY with a \$352 Paragon sale. This he backs up with "An Autumn Rhapsody" and more Paragon to a BELTING and LEATHER COMPANY.

T. L. Dallas sells "Springtime" to a NATIONAL BANK amounting to \$140. The next sale was to a FORD MOTOR SALES for \$120 worth of calendars using Will Rogers subject. Also Key Cases to an INSURANCE AND AUTO LOAN COMPANY and Knives to a COTTON GIN.

Two of A. A. Benders' best sales for the week were 2000 "Rah! Rah! Rah!" to a COAL DEALER amounting to better than \$250 and 575 Religious Calendars to a FUNERAL HOME.

Colorado gets recognition with S. E. Adams scoring for over \$500. His biggest was to a new customer for \$307 of Paragon to an ANIMAL

BY-PRODUCTS COMPANY. Knives and other Paragon to a NURSERY, two different LUMBER COMPANIES and a STATE BANK.

A. C. Miller lines up eight new Hoosier accounts. Cal-Craft to a SWIMMING POOL. Desk calendars to an AUTO SUPPLY COMPANY. "Spanky Safety Patrol" to a BODY AND PAINT SHOP. Pencils to a GARAGE. Letter Openers to a WELDING AND IRON WORKS. Metal calendars to a SUPER SERVICE STATION. "Spanky" to another SERVICE STATION. Magic Shopper and Bridge Pads to a BEAUTY SHOP.

Holly Cowherd used, "A Friendly Bank for Everybody" to win over a sale of R2 and R8 "Proud Mothers" amounting to better than \$160 and don't think this was Holly's only order because it wasn't.

One that W. F. Dunlap made was 160 Jumbo "An Autumn Rhapsody" to a LUMBER COMPANY for \$180.

Here we go to California. Ralph Gamble closed a \$300 sale of Business calendars to a SUPPLY COMPANY and a new customer at that.

J. N. Haberstick spent the week calling on FUNERAL HOMES which resulted in four nice orders and two of them new customers.

J. Houison used a last edition roll "Cutty Sark" to win a new account with a TRUCKER that totaled \$212.

Gene Keltner of Illinois is going strong. He sold five FUNERAL HOMES, a MEAT MARKET, a CASKET COMPANY, a GARAGE and an INSURANCE AGENT.

Clifford Higgins never misses a BANK prospect and put over a sale of \$162 for "Silver Dawn" among others.

"Let Us Re-Dedicate Ourselves to Americanism." L. L. Levin used to create a red, white and blue Pencil sale. A BEVERAGE DISTRIBUTOR was the buyer.

D. M. Morrissey sells a COAL COMPANY, "When a Feller's Got a Friend" and "Down on the Farm" for \$195.

L. B. Nobles knows that FUNERAL HOMES pay dividends and sells seven different FD's in addition to "Spirit of America" to a MOTOR COMPANY and Pencils to a MACHINE WORKS.

"He Never Smokes nor Goes Out Nights and Neither Does Our Coal." Helps H. R. Messick to land an Iowa COAL DEALER for a new customer on an order of "Rah! Rah! Rah!" He also made five other new customers of which two were PRODUCE DEALERS, one a SERVICE STATION and two TRUCKERS.

O. O. Noell doesn't believe in overlooking FUNERAL HOMES either and as a result sold three accounts, two of which were new. Then at a SERVICE STATION he sold Key Cases, an EQUITY EXCHANGE decided on "Jack Miner's Mallards." He also sold "All-American" to a CLEANER and Pencils to a WHOLESALE CANDY AND BEVERAGE DISTRIBUTOR.

Marvin Mitchell used "Peak of Quality and Service" with an order for "Silver Dawn."

J. C. Mur sells Will Rogers in Rolls and Art Mounts for \$111 to a SERVICE STATION.

Tom Perrott makes a \$100 sale of "My Bonnie Lies Over the Ocean" to a COAL COMPANY.

Mrs. Peterson uses a safety subject, "Right o' Way" to COAL DEALER.

Another COAL COMPANY used G-B advertising with Frank R. Raitz behind the deal. He sold S257, Coal Facts, with "An Autumn Rhapsody" for \$108.

"Protect Your Job Aid National Defense," used in Missouri by Jack Sanders with a Safety Subject for a FOUNDRY AND MACHINE WORKS.

F. W. Shallish clicks with "Their Priceless Heritage" for \$102 to a CLOTHING STORE.

L. T. Sage puts over a sale to an AIR CONDITIONING CONCERN for \$150 of "My Blue Heaven."

Isidor Siegel makes a \$235 Paragon sale to a MOTOR EXPRESS CO.

Craig Sohn is still pushing Paragon and makes a \$100 sale to a MACHINE COMPANY.

Leon Terry rings up a sale of 2000 Metal Calendars sold to an AMBULANCE SERVICE.

P. M. Winter closes a sale of Business Calendars to an ELECTRICAL MOTOR COMPANY to the tune of \$143.

F. L. Zimmerman cracked down for a sale of 700 "Rainbow Fishing Fleet" to a FUNERAL HOME. Also sold a last edition "Wanted—a Pal" to a DOG FOOD MANUFACTURER.

C. J. Anderson of Florida makes a \$100 sale of Pocket Knives and Letter Openers to a SEPTIC TANK COMPANY.

Charlie Chamberlain builds up his score with a three-figure sale of 500 Pencils to a CAB COMPANY. He also closed another sale of 300 Pencils which amounted to \$132.

Lynn Walker had one for every day of the week. His best was a \$195 Paragon sale.

C. P. Cook gave a DAIRY a sales talk that netted him \$125. The sale was for 1500 Ger-Bars.

Leo Himelhoch sells a FUNERAL HOME 5000 Cards making an order for around \$110.

G. W. Hawkins came through with a \$138 "Silver Dawn" order to a BANK.

Colorado knows H. A. Gorsuch is on the job as he clicked with Greetings to two BANKS and a HOTEL, Ger-Bars to a SERVICE STATION, Bowling Key Cases to an AMUSEMENT CENTER, Pencils to an OIL DEALER, Will Rogers to a MOTOR SALES COMPANY.

WITHDRAWALS

LE ROLL—R15—9¾x20—Lazy Bones

BLOTTERS—Class Y—Dogs by Dennis

ICE FACTS!

**Announcing a new calendar designed to get
orders from Ice Dealers in your territory—
S257-M, Ice Facts!**

This week we are sending you a NEW sample that will get NEW business and help you win Christmas prizes.

It's S257-M, with Ice Facts copy.

Ice dealers are still doing a lot of business, despite electric and gas refrigerators. They want to keep old customers and win new ones. It's not as easy as it used to be, therefore ice dealers demand calendars that tell their story.

S257-M is the answer. It gives the up-to-date facts about the convenient, economical job artificial ice does in keeping food fresh. It explains that "cold alone is not enough; adequate refrigeration means constant cold, proper moisture conditions and circulation of purified air."

The ice facts copy gives ALL the facts, briefly and convincingly. It not only explains WHY ice does the best job, but also shows HOW a modern ice refrigerator works, and gives a short history of the development of the ice industry.

YOU CAN SELL ICE FACTS!

This new Ice Facts calendar means orders! That's not just a guess; it's a fact already proved by sales. Leo Himel-hoch had two prospects in Detroit. Before publishing Ice Facts, we sent Leo a rough pencil sketch of the layout and typed copy of the story. The result? Two substantial orders from new customers!

You can do it too. The copy is authoritative, and it has the one sure OK that counts—the signature of ice dealers on the dotted line of actual orders.

**WATCH FOR YOUR SAMPLE—THEN USE IT RIGHT
AWAY!**

THE MOST IMPORTANT PRIORITY

(A SKETCH IN 3 ACTS)

SCENE: Office of the president of the Utilities Metal Company.

CAST: Mr. Sylvester Stymie, president of the above company. Mr. George Gerlow, a Gerlach-Barklow salesman.

ACT I

As the curtain rises, MR. STYMIE picks up an OPACS bulletin, looks across his desk at MR. GERLOW, and begins to speak:

STYMIE: "I am sorry, Mr. Gerlow, but as you can see from this bulletin, it will soon be impossible for us to obtain sufficient rawstock to carry on this business. There is no use advertising for orders we shall be unable to fill."

GERLOW: "But, of course, you will manufacture goods for the government?"

STYMIE: "Oh, yes, we have an OPM priority for defense work."

GERLOW: "Well, that is what I should like to talk with you about—this question of 'priorities.'"

STYMIE: "I don't understand—just what do you mean?"

GERLOW: "Simply this, Mr. Stymie. As you probably know, Webster's dictionary defines 'Priority' as meaning 'precedence; importance; taking rank above.' That being true, I am sure you will agree with me that the most important of ALL priorities is GOOD WILL."

STYMIE: "Well, yes, but neither OPACS nor OPM can issue 'priorities' for that!"

GERLOW: "That is true. But, though the government cannot issue a good will priority, there is a very simple way in which you can conserve the friendship of your customers until the day comes when you can get back to normal, peaceful business."

STYMIE: "Maybe. However, I am pretty much from Missouri—just what do you have in mind?"

GERLOW: "A very simple and constructive plan, Mr. Stymie. If you were to go over the books of your company, you would undoubtedly find that the foundation of your business rests largely upon a limited number of key men—a surprisingly limited number; probably not over 200 in all. From these men stems most of your business, directly or indirectly. Therefore, if you can retain the friendship and good will of this particular group, you will be able—when your government work is over—to resume your normal business very quickly and easily. Isn't that true?"

STYMIE: "By golly, I think you've got on something. In fact, I think you've have overestimated. I doubt if there are over 150 key men on our books."

ACT II

Curtain rises. MR. STYMIE is seen talking on phone.

"Bill," asks MR. STYMIE, "how many of our customers are responsible for most of

our business—really VITAL to it? For example, how many do you, as sales manager, know personally?"

"Oh, I suppose about 175," answers the Sales Manager.

"Thanks," says MR. STYMIE.

ACT III

Scene—the same.

MR. STYMIE, smiling for the first time in many months, lights a cigar, and offers one to MR. GERLOW.

STYMIE: "Well, I'm ready to listen. What have you in mind?"

GERLOW: "My suggestion is that you place in the office of each of these key men a daily reminder of you and your business, and that you couple this reminder with a bit of practical patriotism—nothing maudlin, of course—but something which will show them that, though you are doing your best for the government, they and their good will are still very much in your thoughts. I wouldn't have much copy—just something like this:

THE MOST IMPORTANT PRIORITY TO US

is the GOOD WILL of our customers. We hope you will remember this during the time that we are helping Uncle Sam to make America safe for yours and ours.

STYMIE: "That's pretty good, but what do you mean by 'yours and ours?'"

GERLOW: "I have in mind using this picture (holding up a 'Spirit of America' calendar) which ties in perfectly with what we are all thinking about—keeping America safe for your children and for mine."

STYMIE: "Man alive, that IS something, isn't it? You certainly can't beat that for a tie-up! What will 200 of these cost?"

MR. GERLOW did some figuring. Then he suggested that a few more be purchased for the other executives around town, the city and county officials, and that twenty be hung in the plant and offices of Mr. Stymie's own company.

MR. STYMIE was particularly delighted with the idea of placing them in the offices and plant: "Good for morale," he said.

And—ISN'T IT TRUE?

COULD THERE BE ANY MORE IMPORTANT PRIORITY THAN THE GOOD WILL OF ONE'S OWN CUSTOMERS?

YET—it is so EASY to lose!

Jewett E. Ricker

THEY BROUGHT HOME THE GROCERIES

(EARLY GROCERY BONUS WINNERS)

H. F. RICKER
F. W. SHALLISH
L. R. SHEPARD
P. C. EARL
T. A. PERROTT
C. I. CHAMBERLAIN
A. W. McWILLIAMS
L. E. PAGE
R. S. RABORN
H. G. GROOMES
L. HIMELHOCH
E. KELTNER
R. R. BOND
G. W. HIGGINS
A. W. THURN
S. E. HAYNES
L. H. MOSS
A. C. TALERICO
L. R. WALKER
S. E. ADAMS
H. N. BUCKLEY
O. M. WILDMAN

BY SERVING YOURSELVES, YOU SERVED YOUR CUSTOMERS

Permit us to express our thanks for the special effort which you put forth in this drive for early Autumn business. Whether or not your name appears among this list of winners, you have the satisfaction of knowing that by your added effort, you induced many otherwise procrastinating prospects to place their orders early and thereby saved many from disappointment when the final gong sounds.

BOOKLETS BUILD BETTER BUSINESS

"MY DIARY" is the most popular and successful Baby Record book we have ever published, and continues to sell in a big way. Dairies are still our best bet as baby book customers, with funeral directors, photographers, florists, specialty shops, druggists and hospitals, bankers, jewelers, furniture stores and department stores.

Why not set a quota for yourself of one sale of "My Diary" to a new customer every week? YOU CAN DO IT IF YOU WILL.

"FAMILY RECORD OF MEMORABLE DATES" has been a success from the start, because it meets a long-felt need in every household. It isn't necessary to have a new arrival in the family, nor to have a death in order to make use of this booklet. One of our most successful salesmen simply opens his sample booklet at the first inside page and asks the prospective customer if he can fill in all the information called for on that page. He states that not one man in twenty can do so.

This booklet is being sold to funeral directors, gift shops, druggists, florists, jewelers, dairies, laundries, cleaners, insurance agents, bankers and, in fact, almost any line of business or professional service.

You'll admit that one sale of this book every week is a modest quota.

MEMORIAL RECORDS are already selling by the tens of thousands to funeral directors, but there is another field which hasn't been scratched; this is the memorial dealer. Many of you are familiar with the plan of followup which is used in connection with the sale of booklets to the memorial dealer, but if it so happens that you are not familiar with the plan, just ask us to send you a copy of the plan for selling booklets to memorial dealers.

How Do You Like That Gift Catalog?



1941 G-B CHRISTMAS CLUB

Twelve Selling Weeks -- Sept. 2 to Nov. 22

The Christmas Club campaign started Tuesday, September 2nd, and runs 12 weeks to November 22nd. Work every day, get an order every day, by following these simple rules: You'll have your own sales quota. **BEAT THAT QUOTA.** Keep a weekly record of your dollar volume of sales. Add \$100 extra for each week in which you sell six or more orders. At the end of 12 weeks, subtract your quota from your total credits. The remaining **CHRISTMAS BALANCE** you can use for cash in ordering any gift illustrated in the official catalog!

You've received your "passbook" and your catalog. Add to your \$250 free credit every day. Sell complete orders, for all orders must be ready for manufacture to count. Your family can join in the fun. Let them help you set your goal.

Please Ask for "Kitchen Secretary" When Wanted

How many Gerlach-Barklow salesmen can remember the oldtime calendar wall-pocket? Usually it hung on the kitchen wall right below a mirror, and was used as a receptacle for more articles than would seem possible, to judge from its apparent capacity. Oldtime folks liked the wall-pocket and in the olden days, no farm house kitchen was completely furnished without one.

The "Kitchen Secretary" might be considered a refinement of the oldtime wall pocket, perhaps, and you will find it profitable to show your "K. S" sample in connection with Farm Record, Farmer's Wife's Record, and Better Homes- Better Gardens calendars. We are receiving orders for this feature from rural banks, farm implement dealers, feed and grain dealers, farmer's cooperative grain elevators and many other lines of business that do business with farm folks.

Please be sure to read "HOW TO USE THIS HANDY CALENDAR" which is printed on your sample and memorize it so that you can tell your story to the prospective customer, then SHOW your sample and explain its purpose.

Remember, this added feature costs only five cents per calendar and PLEASE be sure to specify when it is wanted by your customer.

EVERY NATIVE-BORN AMERICAN IS POTENTIALLY A PRESIDENT

Our schools have made education possible for all, and
ignorance a disgrace.—Calvin Coolidge.

Sponsored in the interest of Americanism

—by—

BROWN'S BUSINESS COLLEGE

Show the above copy to the head of any business college and ask him if he can conceive of any school principal, superintendent, or teacher refusing to hang your "ALL-AMERICAN" BILLBOARD CALENDAR with this copy printed on it.

In your towns where you have no business schools, show your "ALL-AMERICAN" to an insurance man and suggest that he use it with Jack Saunders' copy which is as follows:

EVERY INSURANCE POLICY IS A DECLARATION OF INDEPENDENCE

For school or industrial distribution, nothing could be finer than your "ALL-AMERICAN" billboard. Why not prove this for yourself?

Familiarize yourself with the important information which it carries, and you'll be agreeably surprised to find how easy it is to sell this great indoor billboard.

"How Can I Make My Calendar Distribution Impressive?"

One of Mr. Lynn Walker's good customers down in North Carolina—a Funeral Director by profession—has purchased 2000 fine calendars employing the subject, "Houghton Mill." This high class professional man told Mr. Walker that he feared he was not impressing recipients sufficiently with the value of his calendars and asked that we advise him how he might create a proper impression while still upholding the ethics of his profession.

Now, as many G.-B. salesmen are aware, President MacKeever always sends out a fine deluxe calendar but would not think of sending the calendar without accompanying it with a friendly letter—and it has been our experience over a period of years that the thoughts which are expressed in the letter are appreciated almost as much as the beautiful calendar itself.

So Lynn Walker advised his good customer to use a friendly letter in connection with the distribution of his calendars, and here's the letter suggested. (See opposite page.)

A letter of this kind may be used as an enclosure with the calendar or it may precede the distribution of the calendar, with an added paragraph inviting the recipient to call for the calendar during the week of December 22 to 27.

Charles Clayton, George Corrigan and a number of outstandingly successful salesmen employ this plan extensively; the idea being for the customer to have the letter multigraphed or mimeographed on his own letterhead. This may be done at a local business college or at a letter shop, at a very nominal cost.

TO OUR FRIENDS:

Once more we welcome the Christmas season—season of Peace on Earth, Good Will to Men, and we are glad to have this opportunity to step aside for a moment from the cares of everyday life and extend to you a warm handclasp of good cheer, good will and good wishes. Without friends, life would be very empty, for it is Friendship that makes life a little sweeter, a little better and a little happier from day to day.

As time is the greatest of all wealth, and the one thing we all share in common, we have again chosen a calendar as our messenger of deep appreciation of your friendship, and our hope that we may continue to merit your confidence.

The picture which adorns our calendar portrays an old mill in Brittany, known as "Houghton Mill" and is a full color reproduction of an etching by Paul Emile LeComte. It is our sincere wish that this greeting may convey to you some measure of the happiness that is ours in the kindly thoughts we have of you—not only at the holiday season, but all through the long calendar of the year.

Faithfully yours,

SEE OPPOSITE PAGE

Copy Does Help to Make Sales

THE U. S. A. PICKS CHEVROLET

Britten uses the above copy to sell "Spirit of America" to a "Friendly Chevrolet Dealer."

DO JUSTICE TO ALL AND NEVER FORGET WE ARE AMERICANS

Higgins sells "Their Priceless Heritage" to an American Legion Post by suggesting the above copy.

BANK WITH US AND YOU CAN BANK ON US

Page employed the above copy to sell "Spirit of America" to a State Bank.

MAY THE BLUEBIRDS OF HAPPINESS BE WITH YOU THROUGH THE YEAR.

Used by Vincent to sell "Happy Bluebird Family" to a Dairy.

HE MADE THE WORLD A BETTER PLACE TO LIVE. FORD MADE THE FARM A BETTER PLACE TO WORK.

Sold by Towery on Will Rogers to a Ford Dealer.

HE MADE THE WORLD A BETTER PLACE TO LIVE IN. WE MAKE YOUR HOME A BETTER PLACE TO LIVE IN

Towery sold this one to a dealer in Household Appliances, using Will Rogers Ger-Bars.

A GOOD PLACE TO TRADE

Towery won a new customer when he suggested that a Furniture Dealer use this one on Bluebird Ger-Bars.

A HOME BANK FOR HOME PEOPLE.

Sold by W. F. Dunlap for use on "Proud Mothers" to a State Bank.

"LIKE HELL I'M YOURS!—I BELONG TO _____"

Sold by Ryan Perry on Pencils.

IF YOU STOP TO THINK, YOU WILL THING TO STOP.

Vincent used this copy to sell "Spanky's Safety Patrol" to an Ambulance Service.

ASK EVERY PROSPECT—

HOW WILL YOU SAY "MERRY CHRISTMAS" TO YOUR GOOD FRIENDS AND CUSTOMERS

SOME MEN GIVE A QUART OF LIQUOR.

SOME MEN GIVE A BOX OF CIGARS.

SOME MEN GIVE A BOX OF CANDY.

SOME MEN GIVE A FINE DELUXE GREETING.

A quart of presentable liquor costs \$5.

A box of good cigars costs \$5.

A two-pound box of good candy costs \$3.

HG4265 "Parrot" Greeting costs TWO BITS.

All that's left of the liquor by New Year's is a hang-over.

The cigars will last a week or maybe two.

The candy is only a memory the day after Christmas.

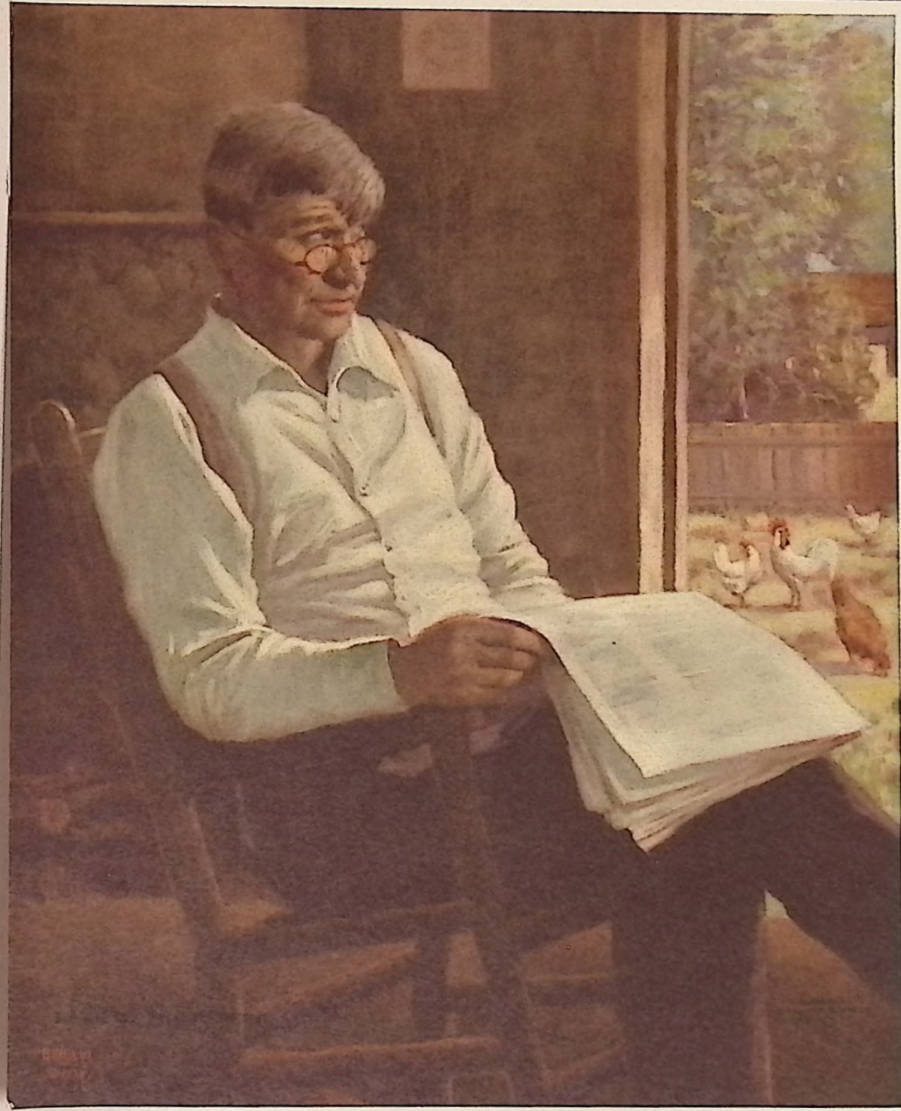
HG4265, with its artistic picture, rich coloring, beautiful sentiment and handy calendar pad, stays with the recipient for a whole year, daily reiterating its message of good cheer, good will and good wishes.

IF YOU WERE A BANKER, A MERCHANT, A MANUFACTURER, OR A PROFESSIONAL MAN, WHAT WOULD YOU GIVE?



ANY OF YOU SALESMEN
HAVE ANY CORRECTIONS
TO BE MADE ON YOUR
TOWNSHEETS PLEASE
SEND THEM IN BEFORE
SEPTEMBER 30TH. IF NOT,
YOUR TOWNSHEETS FOR
1942 WILL BE MADE UP
JUST AS THEY ARE NOW.
HOPE I'LL BE HEARING
FROM YOU ALL RIGHT
AWAY.

LAURA LUX.



**He Made the World a Better Place to Live In
We Make the Home a Better Place to Live In**

G. T. TOWERY SUPPLY COMPANY

Mill and Electrical Supplies

1941	SEPTEMBER						1941
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
-	1	2	3	4	5	6	
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30	-	-	-	-	

If a man does not make new acquaintances as he advances through life, he will soon find himself left alone . . . A man, sir, should keep his friendship in constant repair.

—SAMUEL JOHNSON.



SHOW GREETINGS ON EVERY CALL